

Message Text

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53

ACTION COME-00

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FM AMEMBASSY JIDDA

TO SECSTATE WASHDC 3581

INFO USINT BAGHDAD

AMEMBASSY DAMASCUS

AMCONSUL DHAHRAN

UNCLAS JIDDA 0825

PASS COMMERCE FOR ALE/BUSHWALLER

E.O. 11652: N/A

TAGS: BEXP, BTRA, SA, US

SUBJECT: TEXAS IOGA TRADE MISSION

REF (A) STATE 005671, (B) 75 JIDDA 6940

1. MESSRS. HARWELL AND HARRIS ARRIVED JIDDA FROM BAGHDAD ON JANUARY 26, 1976, AT 0855 HRS. REFTEL REQUESTED BAGHDAD TO MEET ON PREVIOUS STOP OMITTING SUCH REQUEST TO JIDDA. ADVANCE TEAM SOMEWHAT MIFFED AT NOT BEING MET BUT REACHED EMBASSY WITHOUT MISHAP SAME MORNING AS DO MANY U.S. BUSINESSMEN.

2. ADVANCE TEFAM GIVEN IN-DEPTH BRIEFING ON BUILDING AND CONSTRUCTION BOOM HERE AS WELL AS PROJECT INFO ON 5-YEAR PLAN AND POTENTIAL FOR SALE OF VARIETY OF EQUIPMENT. TO COMATT SURPRISE, TEXANS STATED THAT THIS WAS TO BE AGRICULTURAL TRADE MISSION AND THAT NONE OF SUBJECT MATTER APPLIED. WHOLE NEW PROGRAM HAD TO BE ARRANGED IN SHORT PERIOD TO MAKE MOST OF 5 DAY VISIT. APPARENTLY TEXANS WERE ATTEMPTING AT THIS LATE STAGE TO EVALUATE WHAT AGRICULTURE COMPONENTS WOULD BE BEST SUITED FOR MISSION AND BELIEVED THAT SAUDI ARABIA WAS COMPARABLE TO IRAQ AS AGRICULTURAL TARGET. WE FELT AGRICULTURE TO BE NOW IN BACK-BURNER CATEGORY WITH SOME FUTURE PROSPECTS. BEST AGRICULTURAL TARGETS ARE DHAHRAN/RIYADH AREAS. WE SUGGESTED THAT ORIGINAL

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SCHEDULING OF 5 FULL DAYS JIDDA WOULD BE FRUITLESS AND

WASTED AND SUGGESTED VISIT TO THESE AREAS.

3. MR. HARRIS INSISTED THAT TEAM WOULD NOT VISIT OTHER AREAS THIS TRIP BUT COULD NOT RETURN TEXAS WITHOUT EVIDENCE OF HAVING SEEN SAUDIS IN THIS FIELD. COMATT THEN ARRANGED MEETING WITH AHMAD ZEINY OF ABBAR AND ZEINY WHO IS BUILDING 14,000,000 HEAD CHICKEN FARM NEAR MECCA. FIRM ALREADY HAS CONTACT WITH DELAWARE FIRM BUT OFFERED TO STUDY ANY PROPOSALS FOR EQUIPMENT TEXAS COULD SEND OR BRING. MEETINGS ALSO ARRANGED WITH OMAR KHASHOGGI WHO ADVISED THAT FOR FARM MANAGEMENT PROPOSALS TEXANS WOULD HAVE TO BRING IN ALL EQUIPMENT AND EXPERTS AND HOUSE THEM, A DIFFICULT TASK AT THIS STAGE OF SAUDI DEVELOPMENT. ON JANUARY 29TH ADVANCE TEAM WAS TAKEN ON TRIP TO MALOUK FARM NEAR MECCA TO SURVEY POTENTIAL AND OBSERVE IRRIGATION METHODS. BECAUSE OF VISITING KOREAN AND CHINESE TRADE MISSIONS AT SAME TIME-NO VISIT TO LOCAL CHAMBER OF COMMERCE COULD BE ARRANGED.

4. COMATT HAD TO DEPART FOR RIYADH JAN. 30 TO MEET PENNSYLVANIA TM AND TEXANS DEPARTED SAME MORNING EVIDENTLY DISSATISFIED WITH VISIT. HARWELL APPEARED MKST UNDERSTANDING OF SITUATION HERE AS ADVANCE TEAM HAD TO COMPETE AT COMMERCIAL CENTER WITH 28 VISITING AMERICAN BUSINESSMEN. HARRIS CHAGRINEDD AT NO APPOINTMENTS FIRST DAY. HOWEVER, HOTEL RESERVATIONS AND CAR HIRE ARRANGEMENTS WERE MADE AS SUGGESTED DURING BRIEFING.

5. POST HAD NO INKLING THIS WOULD BE EXCLUSIVELY AN AGRICULTURAL TRADE MISSION SINCE WE HAD SUGGESTED EMPHASIS ON IRRIGATION, CONSTRUCTION, OIL DRILLING AND PETROCHEMICALS IN REFTEL B. SHOULD AGRICULTURE REMAIN SOLE MISSION CONTENT, WE SUGGEST IT AS LEAST BE CONFINED TO DHAHRAN AND RIYADH, THE BEST PROSPECT AREAS FOR THIS SUBJECT. BETTER STILL, SYRIA WOULD BE MOST APPROPRIATE TARGET FOR SUCH A MISSION. SAUDI ARABIA LAND AREA IS ONE PERCENT ARABLE, ONE PERCENT FORESTED AND 98 PERCENT DESERT. TEXAS SHOULD CONSIDER CANCELLATION SAUDI VISIT UNP SS OTHER PRODUCT LINES IN CONSTRUCTION AND UNCLASSIFIED

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PETROCHEMICAL INDUSTRIES CAN BE ADDED FOR THIS SEGMENT. AGRICULTURAL MACHINERY, CATTLE BREEDING, WELL DIGGING EQUIPMENT AND IRRIGATION WOULD BE ACCEPTABLE BUT FARM MANAGEMENT JOINT VENTURES AND LARGE SCALE AGRICULTURAL PROJECTS ARE A BIT DOWN THE ROAD. FIVE DAYS IN JIDDA WOULD BE WASTE OF TIME AND MONEY FOR THE TEXAS MISSION.
PORTER

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